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(71) Applicant and

(72) Inventor: **DEAN, Bruce** [US/US]; Magnum Magnetics,
801 Masonic Park Road, Marietta, OH 45750 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **LOVE, C., Allen**
[US/US]; Magnum Magnetics, 801 Masonic Park Road,
Marietta, OH 45750 (US).

(74) Agent: **NORRIS, Jerome, J.**; Law Offices of Jerome J.
Norris, 1901 Pennsylvania Avenue, NW, Suite 305, Wash-
ington, DC 20006-3421 (US).

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(54) Title: MAGNETIC CARD WITH IMPROVED ADHESIVE CONSTRUCTION

(57) Abstract: An adhesive-backed magnetizable or magnetic article or card, the improvement wherein the article or card comprises a magnetizable or magnetic base member; a printable sheet material non-magnetic surface affixed to the magnetizable or magnetic base member; an adhesive layer containing a plurality of non-adhesive voids or openings to facilitate ease of peel and non-marring of the printable sheet material; and a backing or liner layer non-permanently bonded to the adhesive layer.



WO 2006/009552 A1